



***NAME BRAND FAST FOOD  
(NBFF) SITE ASSESSMENT***





***Who We Are ?***

**Army Air Force Exchange  
Service (AAFES) Food and  
Services Division**

**Community and Family  
Support Center (CFSC)  
Business Programs**





# ***Why We Are Here ?***

---

- **NBFF Site Assessment**

- Requested from Installation MWR thru MACOM to CFSC
- Installation MWR provides required data
- Coordination with local AAFES General Manager

- **Purpose**

- Market analysis
- Facility review
- Determine feasibility of brands and delivery strategies



# ***Why Name Brands ?***

**Proven customer recognition and loyalty**  
**Established theme, design, and trade dress**  
**Standardizes menus, equipment, and delivery system**

## **Value of Brand Power**

**Standardizes training**  
**Develops corporate marketing & purchasing plans**  
**Establishes food specs, recipes, & production procedures**



# ***Army Name Brand Fast Food Policy***

- **In accordance with Congressional letter and OSD memorandum, Service exchange systems are the contracting authority for NBFF. AAFES, with Installation, MACOM, and CFSC approval, may provide NBFF operations in Army MWR facilities on either a direct operating or a concession contract basis**
  - **A market assessment will be completed to determine NBFF opportunities. The brand to be implemented, and the mode (direct or concession) of operation for NBFF will be determined by the Installation Commander.**





## ***MWR/AAFES MOA***

---

- **The MOA between MWR and AAFES (Oct 00) provides the framework for both parties to deliver NBFF operations in the mutual best interest of MWR, AAFES and the Army community**
  - **The goal of this partnership is to further quality food service initiatives to the total Army community, and generate reasonable earnings**





## ***MWR/AAFES MOA***

---

- **Authority**
  - **Commander, CFSC and Commander, AAFES**
- **Clarification & resolution**
  - **CFSC - Business Programs**
  - **AAFES, Vice President Corporate Planning**
- **Applicability**
  - **All Army installations worldwide**





## ***Scope of MOA***

- **NBFF**
  - **Not Name Brand Casual Dining (NBCD)**
- **In MWR Facilities**
  - **Bowling centers, golf courses, community centers, clubs, and others**
- **Installation Commander Selects Method**
  - **AAFES Direct Food Operations**
  - **Contract Concession Food Operations**
- **MWR & AAFES Approval Required**







# **AAFES**

## ***Direct Food Operations***

---

- **AAFES pays the local IMWRF 75% of the net income after depreciation (NIAD) [the AAFES term is *Direct Operating Results (DOR)*] from all AAFES direct food operations in MWR facilities established under this MOA**
- **AAFES is responsible for capital costs, staffing, purchasing, marketing, manager training, training materials, contracting**





# ***AAFES Contract Concession Food Operations***

- **Contract administered by MWR**
  - **AAFES pays IMWRF 100% of the contracted % established by competitive bid**
  - **IMWRF pays AAFES a one-time fee of \$500 for each contract**
- **Contract administered by AAFES**
  - **AAFES pays IMWRF 100% of the contracted percentage for AAFES concession in MWR facilities less 1/2 of 1% fee of monthly gross sales**





## ***NBFF Process***

---

- 1. Installation request to MACOM**
- 2. MACOM forwards request to CFSC**
- 3. Installation prepares information for site assessment**
- 4. CFSC/AAFES site assessment**
- 5. NBFF report forwarded to MACOM/Installation**
- 6. Installation approval and MACOM recommendations forwarded to CFSC**
- 7. CFSC recommendations**
- 8. Notification sent to AAFES**





## ***NBFF Process (cont'd)***

- 9. NBFF site implementation briefing**
- 10. Installation ISSA developed/signed**
- 11. Project design/approval**
- 12. Contract solicitation**
- 13. Construction**
- 14. Training/soft opening**
- 15. Open**

**From CFSC approval to opening approximately**





## *Issues*

- **Brand Approval (encroachment)**
- **Facility Condition**
  - **APF companion projects**
- **Construction/modification over \$500K**
- **Signage/Trade Dress**
- **Capital Investment**





## ***NBFF Keys to Success***

---

- **Communicate with all Partners**
- **Work closely with Construction Engineer (CE) throughout process**
  - **CE point of contact thoroughly familiar with proposed facility and projects**
- **Teamwork and Execution**

